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STATE OF NEW HAMPSHIRE
 DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
 DIVISION of PARKS and RECREATION
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October 31, 2013

Her Excellency, Governor Margaret Wood Hassan
 and the Honorable Executive Council
 State House
 Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Resources and Economic Development, Division of Parks and Recreation, Cannon Mountain to renew a 2-year membership with Ski New Hampshire, Inc. (Ski NH) (VC #157688), Woodstock, NH in the amount of \$10,982 for the 2013/2014 and 2014/2015 seasons upon Governor and Executive Council approval through June 30, 2015. 100% Ski Area Fund

Funding is available in account titled, Cannon Mountain, as follows:

	<u>FY 2014</u>	<u>FY 2015</u>
03-35-35-351510-37030002-026-5000251 Organizational Dues	\$5,241	\$5,741

EXPLANATION

Ski NH is an organization which combined two former organizations, i.e. Ski the White Mountains and The NH Ski Areas Association. Cannon Mountain has been an active member of these organizations for many years. Through Ski NH's cooperative marketing efforts with sixteen ski areas, we are able to reach distant markets not normally marketed by individual ski areas. This membership includes advertisement on Ski NH's websites, Ski NH magazine, mobile marketing, social media, email marketing, digital advertising, learn to ski and snowboard program promotions, and other youth programs. In addition, Cannon staff is able to access all of Ski NH's research programs and results thus allowing Cannon to operate and market more efficiently and effectively. Ski NH also works cooperatively with its members on many issues that directly affect the operation of New Hampshire's ski areas.

Attached for your information is the completed questionnaire for organizational dues and membership requests, a breakdown of the yearly total membership amount, and an invoice for the first half of the marketing contribution.

Respectfully submitted,

Concurred,

Philip A. Bryce
 Philip A. Bryce
 Director

Jeffrey J. Rose
 Jeffrey J. Rose
 Commissioner



**CANNON MOUNTAIN
SKI New Hampshire (SKI NH)**

Organizational Dues and Memberships

The Governor and Executive Council is concerned with the number of organizations and cost to the State for Agency participation in professional organizations. A series of questions have been developed which should answer the majority of Governor and Executive Councilors concerns related to the value of each membership. Requests by State Agencies to enter into memberships with National, Regional, Professional or Other type of organizations must address the ten questions below in the Governor and Executive Council request letter.

The following questions, along with an associated response, must be included in the "Explanation" section of your request, along with a brief narrative explanation as provided in the past. (Please include the lead in sentence along with the questions and responses.)

Listed below are answers to standard questions required for Governor and Council organization dues and membership approval submissions:

1. How long has this organization been in existence and how long has this agency been a member of this organization?
A. It began in 1977 as Ski the White Mountains & changed its name in 1993 to Ski New Hampshire. Cannon has been a member since 1977.
2. Is there any other organization which provides the same or similar benefits which your agency belongs to?
A. NO
3. How many other states belonging to this organization and is your agency the sole New Hampshire state agency that is a member?
A. Membership in SKI NH is limited to ski areas in NH only.
4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc).
A. Cash dues are based on the ski area's chairlift infrastructure: vertical drop of a lift, times the manufacturer's rated skiers capacity per hour, divided by 100; add the total of all lifts and multiply by .04 for the VTF dues total. Ticket (trade) dues are based on the ski area's business levels: annual skier visits (winter visitors only).
5. What benefit does the state receive from participating in this membership?
A. Integration in to all of Ski NH's marketing & promotional programs, targeting the Boston & Providence markets, including but not limited to Ski NH's websites, Ski NH magazine, mobile marketing, social media, email marketing, digital advertising, learn to ski & snowboard program promotion & youth programs; access to all of Ski NH's research programs/results; access to Ski NH's member website with industry information & links to many useful resources; ability to take advantage of member training & development programs.

6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail.
A. Yes, see #5 above.
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain.
A. NO
8. Is there any travel included with this membership fee? Explain in detail any travel to include the number of employees involved, the number of trips, destination if known and purposes of membership supported trips.
A. NO travel is involved.
9. Which state agency employees are directly involved with this organization? (Indicate if they are members, voting members, committee members, and/or officers of the organization).
A. Marketing Director: Greg Keeler, Managing Director: John DeVivo (Board Member).
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization.
A. Cannon Mountain would not receive any of the marketing or promotional benefits detailed in the answer to question #5.

Hi Greg –

The board did approve a cash dues increase of VTF dues to .04 for 2013/14. Since these were the first dues increases in 20 years, I don't anticipate another increase for 2014/15.

2013/14

Base dues: \$1,000

* VTF dues (106,025 per JD x .04): \$4,241

Total: \$5,241

2014/15

Base dues: \$1,000

* VTF dues (118,525 per JD x .04): \$4,741

Total: \$5,741

Thanks,
Alice

Alice Pearce

President

Ski NH

PO Box 528

North Woodstock, NH 03262

Ph: 603-745-9396 x203

Fax: 603-745-3002

** Amount is derived from a formula based on uphill haul capacity or vertical feet of lift line. The amount shown for 2014/15 is in anticipation of the tow lift getting added on for the Mittersill side.*

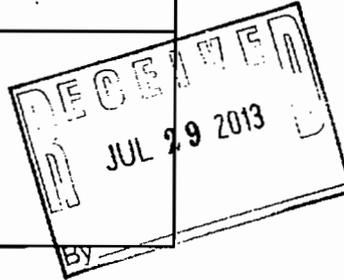
Ski NH

PO Box 528
North Woodstock, NH 03262

Invoice

Date	Invoice #
7/18/2013	1680

Bill To
Cannon Mountain John DeVivo Franconia Notch State Park Franconia, NH 03580



P.O. No.	Terms	Project
	Net 30	

Quantity	Description	Rate	Amount
	Base Dues (2013/14 season)	1,000.00	1,000.00

Payment of this dues invoice confirms your ski area's membership in Ski NH for the 2013/14 season and participation in all government relations, member services & marketing programs.

Please note that, per Internal Revenue Code section 6033(e), 4.8% of your membership dues are not deductible as business expenses because they relate to Ski NH's lobbying and political expenditures.

Total	\$1,000.00
Payments/Credits	\$0.00
Balance Due	\$1,000.00

